

Chris Lee usually doesn't visit **Richardson Square** Mall, but last week he made an exception.

"It's my lunch hour, and I needed to run some errands," said Mr. Lee, finance manager for Fossil Inc. "Normally, I wouldn't have come here, but it's so convenient now."

Mr. Lee, 31, spent his time buying some children's clothes from the mall's new **SuperTarget**, then decided to walk to the food court instead of driving somewhere else to eat. "It's close to work, and parking is pretty easy," said Mr. Lee, munching on a Chick-fil-A sandwich. "So far, I have no complaints."

That's just what mall manager Herb Dunnivant wants to hear.

Since **SuperTarget** joined the mall's tenant roster Oct. 13, more visitors are walking through the 760,000-square-foot shopping center at North Plano and Belt Line roads.

"It's what we wanted, and we are thrilled," Mr. Dunnivant said. "The increased foot traffic is helping them as much as it is helping us."

Dallas resident Linda Small is another shopper spending more time at the mall since the **SuperTarget** opened. "When I am done at **SuperTarget** and have time, I walk through the mall," she said. "You never know what sales, bargains you will find."

Annie Miller, who used to shop at Albertsons across from Sears on Belt Line Road, said she now prefers to grocery shop at **SuperTarget**. She, too, walks through the mall when she has time.

"I was afraid the **SuperTarget** was going to hurt the mall, not help it," said Ms. Miller, who lives in Richardson. "It's been pretty busy when I am here."

Some of the new **Richardson Square** customers used to shop at the Target store at Jupiter and Belt Line roads in Garland. That store closed in early October because of the new Richardson store and another **SuperTarget** being built at North Garland Avenue and the Bush Turnpike in Garland, Target spokeswoman Brie Heath said.

The **SuperTarget** opening fits right in with the mall's rejuvenation efforts, Mr. Dunnivant said.

Dillard's and Sears anchor the 25-year-old shopping center owned by Simon Property Group. A Barnes & Noble bookstore opened in 1996, right as the mall began a two-year renovation that included new flooring, skylights, entrances, fountains and a 364-seat food court. Ross Dress for Less, Stein Mart and Old Navy soon followed.

When the renovations were complete in 1998, the mall saw its sales double, Mr. Dunnivant said.

The **SuperTarget** is in the shopping center's southeast corner, in the space formerly occupied by Montgomery Ward. It is the nation's only **SuperTarget** attached to a mall, Ms. Heath said.

The 174,000-square-foot store pairs a full-service grocery store with general merchandise and also features a deli, an optical center, a pharmacy, a one-hour photo center and a Starbucks coffee shop.

But unlike all other mall stores, it does not have a direct entrance to the rest of the mall.

"Because we are open earlier and later than the mall, staffing and security at another door would be difficult," said Scott Gawlik, **SuperTarget** team relations leader.

Leah Venetucci said she understands why **SuperTarget** doesn't have a mall entrance but still thinks it is an inconvenience.

"When you get to be my age, it's hard to carry all those heavy packages," said Ms. Venetucci, 78. "If I am in the mall, I usually have to move my car to the Target side, then go shopping."

The **SuperTarget**'s success - and its impact on the rest of the mall - isn't surprising, said Ian Pierce, corporate communications director for the Weitzman Group, a Dallas commercial real estate brokerage firm specializing in retail properties.

"We've shown that any time you have a location that offers more people more options, in general it's good news," Mr. Pierce said.

"People are going to go to the store no matter what. It's new. While they are there, because it's convenient, they might as well do their other shopping."

E-mail iaugstums@dallasnews.com

or call 972-234-3198,

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